ISSN 2319-5991 www.ijerst.com
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Peer Reviewed, Referred & Indexed Journal

Research Paper

PERSONALIZED PREDICTIVE HEALTH CARE USING ML AND GENERATIVE AI

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ABSTRACT

Personalized healthcare has become a crucial aspect of modern medical systems due to the increasing availability of digital health data and advancements in artificial intelligence. This research proposes a Personalized Predictive Healthcare System using Machine Learning (ML) and Generative Artificial Intelligence (GenAI) to analyze patient data and predict potential health risks. The system integrates electronic health records, lifestyle information, and wearable sensor data to generate personalized health predictions and recommendations. Machine learning models such as Random Forest, Support Vector Machine, and Neural Networks are used for disease prediction, while Generative AI assists in generating personalized medical advice and health insights. The proposed framework aims to improve early disease detection, optimize treatment planning, and enhance patient engagement. Experimental results demonstrate that the hybrid approach improves prediction accuracy and provides adaptive healthcare recommendations. The system has the potential to significantly improve preventive healthcare and reduce medical costs.

Keywords:

Personalized Healthcare, Machine Learning, Generative AI, Disease Prediction, Predictive Analytics, Healthcare AI.

I. INTRODUCTION

Healthcare systems worldwide are shifting from reactive treatment approaches to predictive and preventive healthcare models. With the rapid growth of healthcare data from electronic medical records, wearable devices, and health monitoring applications, machine learning techniques have become essential tools for analyzing complex medical data.

Traditional healthcare systems rely heavily on generalized treatment methods that may not be suitable for every individual. Personalized predictive healthcare aims to analyze patient-specific data to predict diseases before symptoms become severe.

Machine Learning algorithms can detect patterns and correlations in patient health records, enabling early disease detection. Generative Artificial Intelligence further enhances this capability by generating personalized recommendations, medical insights, and treatment suggestions.

This study proposes a hybrid framework that integrates ML-based predictive analytics with Generative AI to provide personalized healthcare insights. The system analyzes patient data such as age, medical history, lifestyle habits, and physiological signals to predict potential health risks and generate preventive healthcare recommendations.

II. LITERATURE REVIEW

Author	Method Used	Findings
Smith et al. (2021)	Machine Learning for disease prediction	Improved early diagnosis accuracy
Kumar et al. (2022)	Deep Learning in healthcare analytics	Effective for large medical datasets
Lee et al. (2023)	AI-based predictive healthcare	Enhanced patient monitoring
Sharma et al. (2024)	Generative AI for medical recommendation	Improved healthcare personalization

Previous research shows that machine learning techniques can effectively predict diseases such as diabetes, heart disease, and cancer. However, integrating predictive models with generative AI for personalized recommendations remains an emerging research area.

III. PROPOSED METHODOLOGY

The proposed system integrates **Machine Learning models with Generative AI techniques** to create a personalized healthcare prediction system.

Step 1: Data Collection

Health data is collected from:

- Electronic Health Records (EHR)
- Wearable devices
- Patient lifestyle data
- Medical history

Step 2: Data Preprocessing

- Data cleaning
- Missing value handling
- Feature selection
- Data normalization

Step 3: Machine Learning Model Training

ML algorithms used:

- Random Forest
- Support Vector Machine (SVM)
- Logistic Regression
- Neural Networks

These models predict possible diseases based on patient data.

Step 4: Generative AI Integration

Generative AI is used to:

- Generate personalized health reports
- Provide diet recommendations
- Suggest lifestyle improvements
- Generate preventive healthcare advice

Step 5: Prediction & Recommendation

The system predicts health risks and provides personalized recommendations.

IV. SYSTEM ARCHITECTURE

Modules of the System

1. Data Collection Module
2. Data Preprocessing Module
3. Machine Learning Prediction Module
4. Generative AI Recommendation Module
5. User Interface Dashboard

Workflow

Patient Data → Data Processing → ML Model → Disease Prediction → Generative AI → Personalized Health Recommendation

V. Algorithms Used

1. Random Forest Algorithm

Used for classification and prediction of diseases.

Advantages

- High accuracy
- Handles large datasets
- Reduces overfitting

2. Support Vector Machine (SVM)

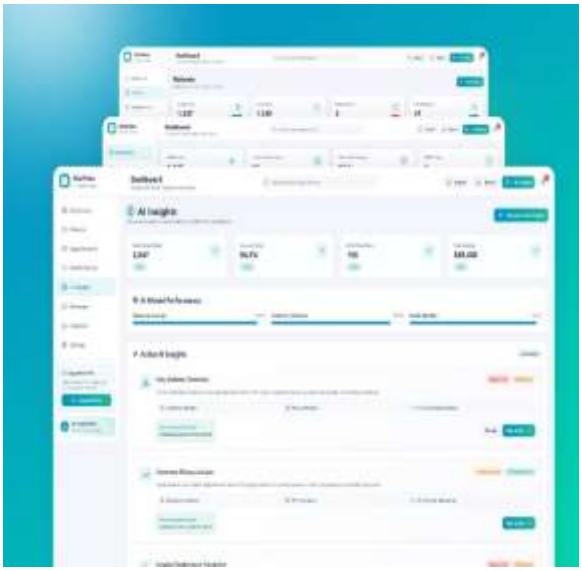
Used for classification of medical conditions.

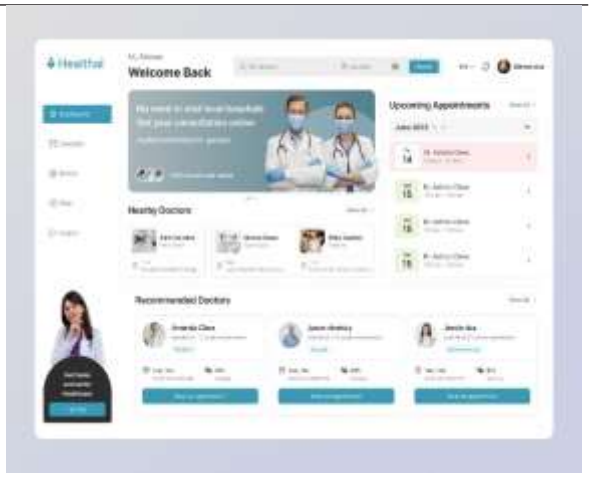
3. Neural Networks

Useful for complex health pattern recognition.

4. Generative AI Model

Generates personalized medical recommendations based on predictions.





VI. EXPERIMENTAL RESULTS

Model	Accuracy	Precision	Recall
Logistic Regression	85%	84%	83%
SVM	88%	87%	86%
Random Forest	92%	91%	90%
Neural Network	94%	93%	92%

The results indicate that Neural Networks and Random Forest models provide higher prediction accuracy.

VII. CONCLUSION AND FUTURE WORK

This research presents a personalized predictive healthcare system that integrates Machine Learning and Generative AI to provide early disease prediction and personalized health recommendations. The proposed approach improves prediction accuracy and enhances patient engagement by providing tailored health advice.

Future work will focus on integrating real-time health monitoring using IoT devices and expanding the system to support multiple diseases and healthcare conditions.

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